



Buick Motor Division—General Motors Corporation

## THE PILOT IS ALMOST AUTOMATIC

The Riviera is at one and the same time the most do-it-yourself and the most obedient of automobiles.

Power assists your steering, yet a delicate sense of the road makes you a part of the automobile.

Power replaces shifting, yet you have never driven a car where you had more precise control of road speed.

Power velvet-stops you with finned aluminum front brakes designed for a much heavier car than the Riviera.

Power fits your seat to your liking, raises and lowers

windows, keeps the car at a pre-selected speed for long highway driving with the Riviera's Electro-cruise (all optional at extra cost).

Yet, if you are a driver who likes to think and act for himself, the Riviera will give you a new sense of oneness with the automobile, a new feeling of absolute control quite unlike anything you ever experienced before.

Sound challenging? Come try the Riviera soon — at your nearest Buick dealer's.

*America's bid for a great new international classic car ...* THE RIVIERA BY BUICK

